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## Effect of electronic media on early & late adolescence of Jhansi city

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### Abstract

Present study was planned to assess the effect of electronic media on early and late adolescence of Jhansi city. A self-prepared questionnaire was used to collect the data from a sample of 25 male and 25 female of early and late adolescence related to effect of commonly used electronic devices. Result unveiled that mostly respondents were between 11-16 years of age and were intermediate. The results further revealed that girls used more electronic media to accomplish their studies while boys used more for social networking and amusement. Girls were more influenced by electronic media than guys. Regarding opinion towards use of electronic media, most of the boys and girls showed their agreement. Non-significant association was seen with sex (t value -0.6214).

**Keywords:** Electronic media, adolescence (early & late)

### Introduction

Electronic media acts as important role in daily lives. This can be a true concern with teenagers as they're entering where they manage, replace their problems and improve their individual potentialities. Electronic media used comprises computer and smart phone, electronic video games and TV viewing. The level to which electronic media may influence the lives of youngsters is in main discussion now days. Electronic media use throughout childhood and adolescence is associated with physical health risks, like obesity and poor sleep while its benefits comprises access to information, better technological skills and greater social connection. Television, which dominated the media world through the mid-1990s, now competes in an arena crowded with cell phones, computers, iPods, video games, instant messaging, interactive multiplayer video games, computer game sites, Web social networks, and e-mail (Gentile *et al.* 2004) <sup>[5]</sup>. Each new devices technology brought with it great promise for social and academic benefits, and great concern for adolescence's exposure to inappropriate and harmful content or health hazards (Ellen 2000) <sup>[10]</sup>. Considering all of those sources together, adolescence spend quite 6 hours per day using media. Nearly 1/2 that point is spent watching TV, playing, or studying with computer. (Gentile and Walsh 2002) <sup>[7]</sup>. The study by Joseph (2016) <sup>[11]</sup> shows that demographic variable such as age, sex, type of family and family income do not influence the use of electronic media by school children. Parental Control, teacher support and student Awareness of the health effect of electronic media are equally important in preventing media addiction and transmitting cultural values through traditional recreation actions. The media can have a negative effect on the development of youth, including their weight, sexual initiation, and social relationships. The media can have positive effects on youth health. Improvisation of media in our society, taking advantage of their positive qualities and decreasing their negative ones (Sharma 2015) <sup>[9]</sup>. Ray and Jat (2010) <sup>[8]</sup> in their study reported that the media has a worrying potential to negatively affect many aspect of children's healthy development, including weight, sexual initiation, aggressive feelings and beliefs, consumer behavior and social isolation. The media also has the potential to have positive effect on Children's health. Therefore the present study was conducted to assess effect of electronic media on early and late adolescence of Jhansi city.

**Methodology**

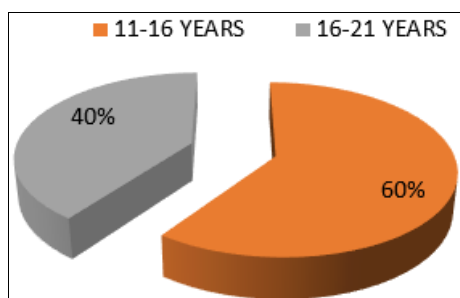
Fifty early and late adolescents were randomly selected, in which 25 males and 25 females were selected from Gyansthal Inter College and Bundelkhand University for conducting the study. Secondary school for early adolescents and the University for Late Adolescent Students were chosen purposively by defining the reason for the study i.e. usage of electronic devices. Questionnaire was prepared and the data was collected, entered and analyzed for computing mean, unpaired t- test using Graph pad software.

**Result and Discussion**

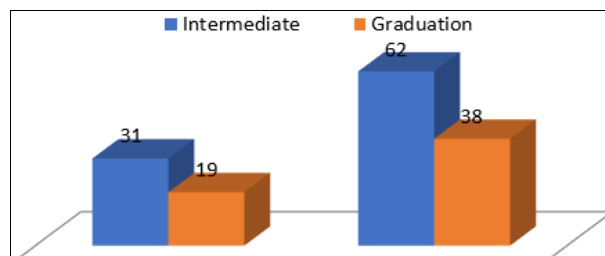
**Table 1:** Personal Profile of respondents

S. No.	Variables	Frequency (N= 50)	Percentage
1.	<b>Age (years)</b>		
	11-16	30	60
	16-21	20	40
2.	<b>Sex</b>		
	Male	25	50
	Female	25	50
3.	<b>Education</b>		
	Intermediate	31	62
	Graduation	19	38

Table 1 shows the distribution of respondent according to age. From the two age groups, majority of respondents were between 11-16 years age group (60%) followed by 16-21 years age group (42%). Equal percentage of respondents was in both sexes. Regarding education, 62% respondents were in intermediate and 38% were in graduation.



**Fig 1:** Age of respondents



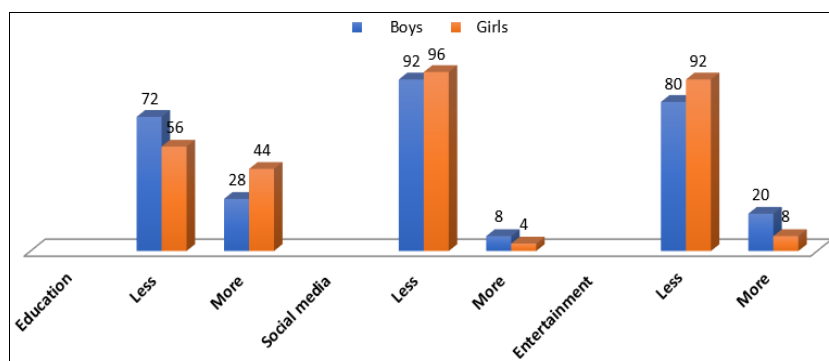
**Fig 2:** Education of respondents

**Table 2:** Distribution of respondent’s response concerning area of use of electronic media

S. No.	Use of electronic media in	Boys (N = 25)	Girls (N = 25)
<b>A Education</b>			
1.	Less (0-10)	18 (72)	14 (56)
2.	More (11-20)	7 (28)	11 (44)
<b>B Social media</b>			
1.	Less (0-10)	23 (92)	24 (96)
2.	More (11-20)	2 (8)	01 (4)
<b>C Entertainment</b>			
1.	Less (0-10)	20 (80)	23 (92)
2.	More (11-20)	5 (20)	2 (8)

Figures in parenthesis indicates percentages

Above table divulged that 72% boys and 56% girls felt less need of use of electronic media while studying in recent years and remaining 28% boys and 44% girls needs electronic media during their studies which concludes that girls are using more electronic media for their studies than boys. The table further reflected that majority of boys and girls i.e. 92% and 96% respectively use less electronic media while only 8% boys and 4% girls shows their interest in using media for social platform which reflects that even though less in less usage, boys are using more electronic media for social platform than girls. Mostly respondents (i.e. 80% boys and 92% girls) use less electronic media for entertainment purpose in recent years and the remaining 20% boys and 8% girls use more electronic media for entertainment purpose, which means boys are using more electronic media for their entertainment than girls. Above table concluded that usage of electronic media among girls are more seen for education while boys use more for social and entertainment platform.



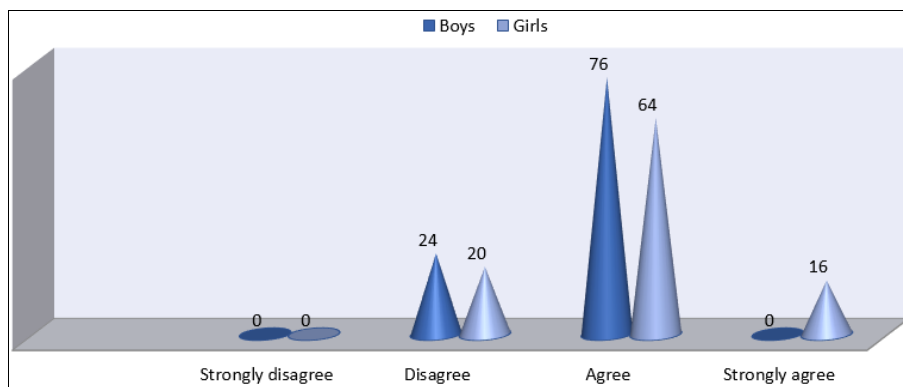
**Fig 3:** Response concerning use of electronic media

**Table 3:** Percentage distribution of respondents on level of agreement towards use of electronic media

S. No.	Level of agreement	Score	Boys (%)	Girls (%)
1.	Strongly disagree	0-10	0	0
2.	Disagree	11-20	6 (24)	5 (20)
3.	Agree	21-30	19 (76)	16 (64)
4.	Strongly agree	31-40	0	4 (16)

Figures in parenthesis indicates percentages.

Data in table 3 highlights that from total respondents, 76% boys and 64% girls agree that they use the electronic media for different purposes. Twenty four percent boys and twenty percent girls showed their disagreement for use of electronic media. The response of sixteen percent girls is directed towards strongly agree.



**Fig 4:** Level of agreement towards use of electronic media

**Table 4:** Association of use of electronic media with sex

	N	Mean	SD	DF	t-value	p-value	Result
Boys	25	22.88	4.19	48	0.6214	0.5373	Non-significant
Girls	25	23.76	5.71				

Above table 4 exposed that no association was visible with sex (t-value- 0.6214). The observed mean difference between the boys and girls is 22.88 and 23.76 with SD 4.19 and 5.71 respectively which infers that effect of electronic media on boy's students was low than girl's.

### Conclusion

Conclusion drawn from the study is that whether any area both boys and girls use less electronic media and use of electronic media in girls was more visible for education while boys use more for social and entertainment platform.

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